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E, NEW YORK, N.Y. 10017

TO: DISTRIBUTION

DATE: October 8, 1987

FROM: Stuart Fuller

SUBJECT: Marlboro Menthol Elements

Three packings of Marlboro Menthol (Lights Kings Box, Lights 100's Box, and Full Flavor Kings Soft) will be introduced nationally during first half 1988. The down-the-street date is February 1st.

The introductory marketing plan is outlined in the following pages. You will be notified immediately of any revisions which may follow.

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